

# LLCC Adult Education & Literacy

OCTOBER 16<sup>TH</sup> 2024



# Marketing for Bridge & ICAPS

- ▶ Building relationships internally
  - ▶ PRM
  - ▶ Auto tech, CNA, Diesel, and other certificate and degree programs
- ▶ Focus group about Adult Education
  - ▶ Students, instructors, staff
  - ▶ Get clear on the message
- ▶ Forward Magazine

# New Marketing Materials

- ▶ Rebrand
  - ▶ We are LLCC, not separate
- ▶ New materials needed
  - ▶ Banner, business cards, flyers,
- ▶ Design
  - ▶ Flyers vs half sheets
  - ▶ QR codes
  - ▶ Text number
  - ▶ Supports that are available to our students

# LLCC Forward Magazine- March 2024



## READY TO LEARN & EARN

### Supporting the transition to college

"You won't find many people saying that change is easy. But we are definitely in the business of making it easier," says Patty Mendoza, director, adult education and literacy.

"We see the power of education at work, transforming lives and strengthening communities, and we want to help all residents to be able to access learning and complete what they start — from earning a GED and learning English language skills to training for a workforce or health care career and earning a degree."

#### Transitioning to college

To help students who want extra preparation and additional support focus on career training opportunities, LLCC is providing a class (8-10 weeks) alongside certain workforce and health care programs.

"In our experience, all students — including those worried about the transition to college and those who have been out of school for a while — benefit from this class," says Mendoza.

In the class, the college is meeting students where they are by reinforcing learning content and helping them build community, test-taking strategies, employability skills and more.

LLCC has provided these courses in diesel technologies and CNA, and is looking to expand these opportunities into areas such as automotive technology, hospitality and business.

#### Support in becoming a CNA

LLCC's basic nurse assistant (CNA) certificate program can be completed in eight to 16 weeks. CNAs provide essential care for patients and get to work in interesting and varied settings. It is a common starting point for entering health professions. This spring, a support course is being offered alongside the certificate program.

"The course offers an opportunity to get material from your career training program shared in a different way. This helps fill gaps

where students may not have understood something in class," says Christy Cook-Webb, adult education and literacy navigator. "It's also an opportunity to bring in the 'why' of learning — why it's needed and tie the learning objectives to real life."

"Students also can compare notes to improve their own note taking, learn skills for studying vocabulary and participate in mock interviews and other career readiness activities," explains Kimberly Newcomb, adult education and literacy instructor.

"The support course is very helpful and motivates me," shares Karen Anderson, CNA student at LLCC. "You're in a group where you interact and exchange ideas. You build confidence. You know you're not alone."

Fellow CNA student Mike Schoenherr recommends the support course to other students. "If you're coming out of the workforce and going back to school, it can be intimidating. This is a big help."

"The course supports students and helps them succeed in the CNA class," says Newcomb. "It's very rewarding for students," adds Cook-Webb.

"You can see their excitement about the results they're seeing."



Interested in learning more? Call 217-786-2349 or email [AdultEd@llcc.edu](mailto:AdultEd@llcc.edu).

[llcc.edu/cna](http://llcc.edu/cna)  
[llcc.edu/adult-ed](http://llcc.edu/adult-ed)

Kimberly Newcomb, Lectie Philbrick, Karen Anderson, Alicia Hadden and Mike Schoenherr



#### 1. On our campuses, everyone belongs.

We serve the most diverse group of students and communities of any post-secondary option in Illinois. We feel like home, and we open up the world.

#### 2. We are outcomes-driven.

Our degree and stackable certificate programs help every student forge a clear, personalized path toward their goal, giving them a sense of accomplishment and greater control over their future. Illinois is No. 1 in the nation in terms of its community college students earning bachelor's degrees, and we are the largest provider of public workforce training in the state.

#### 3. We open up access to more rewarding futures.

We make the proven and substantial benefits of higher education available to the greatest number of people by doing whatever it takes to help them succeed: affordable tuition and financial aid counseling, comprehensive student success services and class schedules that allow students to fulfill their family and job responsibilities.

#### 4. We're flexible, innovative and agile.

Even in the most challenging times, we deliver education that's relevant and free of red tape. We meet students where they are and make the most of their prior learning experiences. We can ramp up and re-engineer workforce development programs quickly, helping businesses and government stay ahead.

#### 5. We're dedicated and accountable to our communities.

We return our communities' investment by boosting local education levels and social mobility, developing new generations of local leaders and being a trusted, proactive partner for local economic and civic ambitions. We build individual and collective resilience.



# Forward Magazine- October 2024

## Achieving goals starts with the **first step**



"The thought of taking the first step when starting something new might be daunting — at least until you actually take that first step," says Patty Mendoza, director, adult education and literacy at Lincoln Land Community College.

For many, a learning opportunity from LLCC Adult Education and Literacy is the first step to a wide range of opportunities. Classes are offered in Springfield, Jacksonville, Beardstown, Taylorville, Litchfield and Hillsboro. Online options are available as well.

Classes include GED® preparation, tutoring (English language, reading and math), English language skills and conversation tables, and career exploration and preparation to earn a college certificate or degree. "These classes are all free and open to anyone in our communities," explains Mendoza.

"We ask students questions to help them think about and discover what their goals are, both short-term and long-term. Through career exploration as well as our transitions classes that accompany workforce training like CNA and automotive technology, it's not just about completing one class. As LLCC students, they have access to resources to help support them in continuing on to career training or earning an associate degree."

Mendoza wants those who are thinking about coming in for that first step to know that they are not alone. "Individual situations are unique, but others here may be going through something similar. We care about students and their success. We teach, but we also encourage, build camaraderie in the classroom and help connect students with college and local resources for wrap-around support."



Patty Mendoza



English language learning class on LLCC's main campus in Springfield

### All the resources are here

Dafne Pfeifer came to the United States from Chile by herself at the age of 20 to learn English. She started out in St. Louis, but because of the large Spanish-speaking community there, she was not progressing in learning English as she had hoped.

She met a family from Chile that lived in Springfield, visited a few times and decided to move. Once in Springfield, she started working as a cashier at Panda Express and was eventually promoted to general manager and trainer. Pfeifer worked during the day and took English language learning classes at night.

"I met amazing people at LLCC," she says. "You see all ages at the college. It's a welcoming and nice place to be."

For the past four years, Pfeifer has been working at Illinois Healthcare and Family Services. This fall, she came back to LLCC to begin earning a degree in human services.

She offers encouragement for others. "If you really want it, you can do it. Keep coming back. LLCC has everything you need. All the resources are here," Pfeifer says.

"LLCC not only gave me the opportunity to succeed, but also friends and family. I met my best friend and maid of honor in my English class. She's from Saudi Arabia. Neither of us had family here, but we have been family to each other ever since. Teachers start as teachers, but also become family."



Dafne Pfeifer

### Never too late

Josh Stephens worked in the trucking industry for 25 years, driving nearly 3 million accident-free miles across the United States and Canada.

"I regretted not getting my high school diploma," he says. "After deciding to get out of the trucking business and selling my truck, I decided that it was the time to get that diploma."

He adds, "I would recommend LLCC's GED® prep class to anyone, no matter what age they are. If you have the ambition to get through, you will. And you might be able to get through it more quickly than you think."

Stephens found earning a State of Illinois High School Diploma to be a huge weight off his shoulders and believes it was an important example to set for his kids.

With his experience and now his diploma, his instructor helped connect him to his next opportunity — teaching in LLCC's truck driver training program. Stephens says, "I enjoy teaching and helping others, and seeing the progression they make."



Josh Stephens

### Start here at LLCC

Interested in taking that first step? Adult education and literacy registration and orientation are ongoing throughout the year, and classes start every eight weeks.

"We have a great team," adds Mendoza. "We're here and ready to help guide and offer personalized assistance to help you reach your goals."


[www.llcc.edu/adult-ed](http://www.llcc.edu/adult-ed)


# Examples

## Fuel your ambition

LLCC offers bridge and transitions (ICAPS) programs. Strengthen employability and technology skills, job search strategies and college success skills.



- Business Administration
- Career Exploration and Preparation
- Health Professions
- Transportation, Distribution and Logistics (TDL)

Learn more 



*"I've had such a good experience with my instructors. They are always ready to help."*

Max Kassa, LLCC adult education & literacy graduate, AAS Construction Occupations graduate

As of July 2023, the Lincoln Land Community College Adult Education & Literacy program is 69% federally funded in the amount of \$207,644 by the Illinois Community College Board.  
The Lincoln Land Community College Adult Education & Literacy program is an equal opportunity educator and employer. Reasonable accommodations for eligible individuals are available upon request. Contact the ADA coordinator at 217-786-2349.

## Take the first step






**LLCC Adult Education & Literacy**  
offers **FREE** classes and supports to help you take the next step.

## Supporting You

Get the help you need to succeed. LLCC offers support services to adult education students to help them succeed in the classroom.

- Mental health counseling.
- SMTD bus passes, for eligible participants.
- Access to the LLCC Library & events.
- Accessibility accommodations.
- Flexible classes to fit your schedule.
  - Beardstown | Jacksonville | Hillsboro | Litchfield  
Springfield | Taylorville
  - **In-person classes** – Day or evening.
  - **Blended** – Classes consisting of in-person meetings, remote homework and online activities.
  - **Online** – Guided by an online instructor, students meet and complete activities online.

**Learn more at [www.llcc.edu/adult-ed](http://www.llcc.edu/adult-ed), call us at 217-786-2349 or text 217-635-3247.**

As of July 2023, the Lincoln Land Community College Adult Education & Literacy program is 48% federally funded in the amount of \$267,644 by the Illinois Community College Board.  
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# Examples



**UNLOCK NEW CAREER OPPORTUNITIES WITH DIGITAL MARKETING & E-COMMERCE SKILL BUILDING**

Digital Marketing & E-commerce Skill Building through LLCC Adult Education and Literacy pairs directly with the Google Certificate of Completion through the LLCC Medical District. The free skills course is designed to help students improve their reading, writing, math and technology skills while still moving forward in their career.

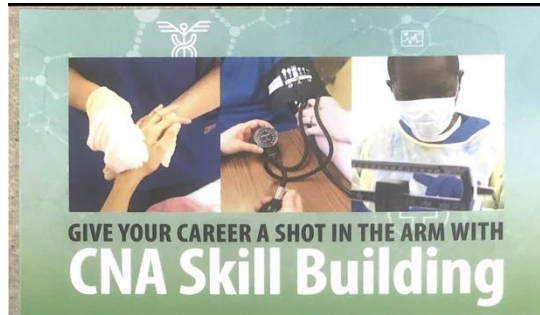
- Classes available in the fall and spring
- Locations: Springfield or virtual options available

Want to know more?  
Call 217-786-2349 or text 217-635-3247  
[www.llcc.edu/adult-career-pathways](http://www.llcc.edu/adult-career-pathways)

Scan this code to learn more about the upcoming schedule and locations.



**LLC** Lincoln Land Community College  
Adult Education



**GIVE YOUR CAREER A SHOT IN THE ARM WITH CNA Skill Building**


CNA Skill Building through LLCC Adult Education and Literacy pairs directly with the CNA Certificate of Completion program in LLCC Health Professions. The free skills course is designed to help students improve their reading, writing, math and technology skills while still moving forward in their CNA career.

- Classes available in the fall and spring
- Locations: Springfield, Jacksonville, Litchfield, Taylorville

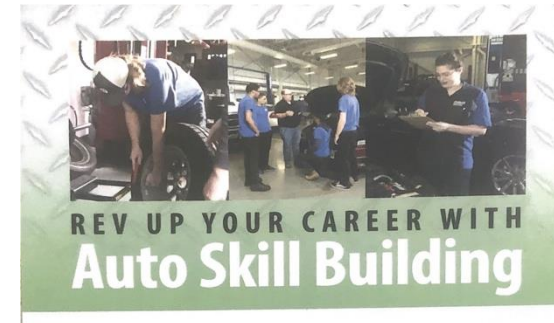
**CNA Skill Building classes are FREE.**  
Ask us about **FREE** tuition for the LLCC CNA Certificate program.

Want to know more?  
Call 217-786-2349 or text 217-635-3247.  
[www.llcc.edu/cep](http://www.llcc.edu/cep)

Scan this code to learn more about the upcoming schedule and locations.



**LLC** Lincoln Land Community College  
Health Professions



**REV UP YOUR CAREER WITH Auto Skill Building**

Auto Skill Building through LLCC Adult Education and Literacy pairs directly with the Auto Tech Certificate of Achievement program in the LLCC Workforce Institute. The free skills course is designed to help students improve their reading, writing, math and technology skills while still moving forward in their auto tech career. Students who register for Auto Tech this semester will be automatically enrolled in this class. This makes the first semester of Auto Tech FREE!

Classes begin fall 2024. Students can choose between a day or evening cohort to pair with their Auto Tech classes.

**Auto Skill Building classes are FREE.**  
Tuition assistance is available for LLCC Automotive Technology first semester students.

Want to know more?  
217-786-2489 217-635-3247  
[www.llcc.edu/auto-skill-building](http://www.llcc.edu/auto-skill-building)

**Daytime Cohort**  
Aug. 20-Dec. 3  
Tue, 1-4 p.m.  
Auto Tech classes take place before cohort class.

**Evening Cohort**  
Aug. 20- Dec. 5  
Tue/Wed/Thu, 4:30-5:30 p.m.  
Auto Tech classes take place after cohort class.

**WORKFORCE INSTITUTE** at Lincoln Land Community College  
Get in. Get Trained. Get a job.

Questions??